NaCl, KCl, $NaNO_3$, $NaHCO_3$, Na_2SO_4, Na_2HPO_4, NaH_2PO_4, $NaNO_3$, KNO_3, K_2SO_4, K_2HPO_4, KH_2PO_4, and KNO_3.

16. The method of claim **15**, wherein one tonicifying agent is NaCl.

17. The method of claim **16**, wherein at the start of the incubation period the concentration of NaCl in the cell culture medium is 4.5 g/L or higher.

18. The method of claim **16**, wherein at the start of the incubation period the concentration of NaCl in the cell culture medium is 6.5 g/L or higher.

19. The method of claim **16**, wherein at the start of the incubation period the concentration of NaCl in the cell culture medium is 7 g/L or higher.

20. The method of claim **16**, wherein at the start of the incubation period the concentration of NaCl in the cell culture medium is 7.5 g/L or higher.

21. The method of any one of claims **14-20**, wherein at the start of the incubation period the cell culture medium contains an ionic tonicifying agent at a concentration sufficient to produce at least a 50% increase in total rAAV production and a 20% decrease in helper virus production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

22. The method of claim **21**, wherein at the start of the incubation period the cell culture medium contains an ionic tonicifying agent at a concentration sufficient to produce at least a 100% increase in total rAAV production and a 30% decrease in helper virus production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

23. The method of claim **22**, wherein at the start of the incubation period the cell culture medium contains an ionic tonicifying agent at a concentration sufficient to produce at least a 150% increase in total rAAV production and a 40% decrease in helper virus production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

24. The method of claim **23**, wherein at the start of the incubation period the cell culture medium contains an ionic tonicifying agent at a concentration sufficient to produce at least a 200% increase in total rAAV production and a 50% decrease in helper virus production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

25. The method of any one of claims **1-13**, wherein the tonicifying agent is a non-ionic tonicifying agent.

26. The method of claim **25**, wherein the tonicifying agent is a sugar.

27. The method of claim **26**, wherein the tonicifying agent is a disaccharide.

28. The method of claim **26**, wherein the tonicifying agent is selected from the group consisting of sucrose, fructose, glucose, galactose, mannose, maltose, and trehalose.

29. Then method of claim **28**, wherein the tonicifying agent is sucrose.

30. The method of claim **29**, wherein at the start of the incubation period the concentration of sucrose in the cell culture medium is 6.8 g/L or higher.

31. The method of claim **29**, wherein at the start of the incubation period the concentration of sucrose in the cell culture medium is 13.7 g/L or higher.

32. The method of claim **29**, wherein at the start of the incubation period the concentration of sucrose in the cell culture medium is 29.4 g/L or higher.

33. The method of claim **29**, wherein at the start of the incubation period the concentration of sucrose in the cell culture medium is 41.1 g/L or higher.

34. The method of any preceding claim, wherein the cell culture medium is a serum-free cell culture medium.

35. The method of any preceding claim, wherein the cell culture medium is a protein-free cell culture medium.

36. The method of any preceding claim, wherein the cell culture medium is selected from the group consisting of MEM, DMEM, RPMI, Ham's F-12 medium, Leibovitz's L-15 medium, and mixtures thereof, said medium being supplemented with one or more tonicifying agents.

37. The method of any preceding claim, wherein the cell culture medium consists essentially of DMEM supplemented with one or more tonicifying agents.

38. The method of any preceding claim, wherein the host cell is a mammalian cell.

39. The method of any preceding claim, wherein the host cell is selected from the group consisting of HeLa, HEK293, COS, A549, BHK, and Vero cells.

40. The method of claim **39**, wherein the host cell is a HeLa cell.

41. The method of any one of claims **1-37**, wherein the host cell is an insect cell.

42. The method of claim **41** wherein the host cell is selected from the group consisting of Sf9, Sf-21, Tn-368, and BTI-Tn-5B1-4 (High-Five) cells.

43. The method of any preceding claim, wherein the helper virus is selected from the group consisting of adenovirus, herpes virus, baculovirus, and recombinant forms of any of the foregoing viruses.

44. The method of any one of claims **1** to **40**, wherein the helper virus is an adenovirus (AV).

45. The method of claim **44** wherein the helper virus is Ad5.

46. The method of any preceding claim, wherein the host cell comprises a heterologous nucleotide sequence flanked by AAV inverted terminal repeats.

47. The method of any preceding claim, wherein the host cell comprises rep and cap genes.

48. The method of any preceding claim, wherein the host cell comprises helper virus genes.

49. The method of any preceding claim, wherein the host cell comprises a heterologous nucleotide sequence flanked by AAV inverted terminal repeats, rep and cap genes, and helper virus genes.

50. The method of any preceding claim, wherein the host cell is incubated in the cell culture medium for a period of at least 2 days.

51. The method of claim **50**, wherein the incubation period is at least 3 days.

52. The method of claim **51**, wherein the incubation period is about 4 days.

53. The method of any preceding claim, further comprising the steps of harvesting and purifying the rAAV.

54. A cell culture system comprising:

a) a host cell capable of producing rAAV;

b) a helper virus; and

c) a cell culture medium with an osmolality of 360 mOsm/kg or higher when measured immediately after the host cell is introduced into the cell culture medium.

55. The cell culture system of claim **54**, wherein the cell culture medium has an osmolality of 375 mOsm/kg or higher.